User Fustrations	User Needs	Existing Solutions	Features/ oppurtunities	Constraints
Forgetting items due to scattered lists Brionna Swinton	Simple, organized shopping lists Brionna Swinton	Basic list apps (no in-store navigation) Brionna Swinton	Integrating store maps into an app Brionna Swinton	Not all stores provide digital layout data Brionna Swinton
Backtracking through aisles multiple times Brionna Swinton	Clear store maps or aisle layouts Brionna Swinton	Store apps that show deals but not layouts Brionna Swinton	Auto-sort lists by aisle or store section Brionna Swinton	Users must trust the app enough to rely on it Brionna Swinton
Confusion from varying store layouts Brionna Swinton	Suggestions for an efficient route Brionna Swinton	Some grocers offer printed maps, but not digital guidance Brionna Swinton	Providing a recommended route to minimize backtracking Brionna Swinton	Privacy concerns over location tracking in-store Brionna Swinton
Overbuying or missing essentials Brionna Swinton	Integration with personal preferences (e.g., dietary needs) Brionna Swinton	Lack of tailored routing features in current tools Brionna Swinton	Saving preferred store layouts or frequently purchased items Brionna Swinton	Time investment required for initial store mapping and maintenance Brionna Swinton